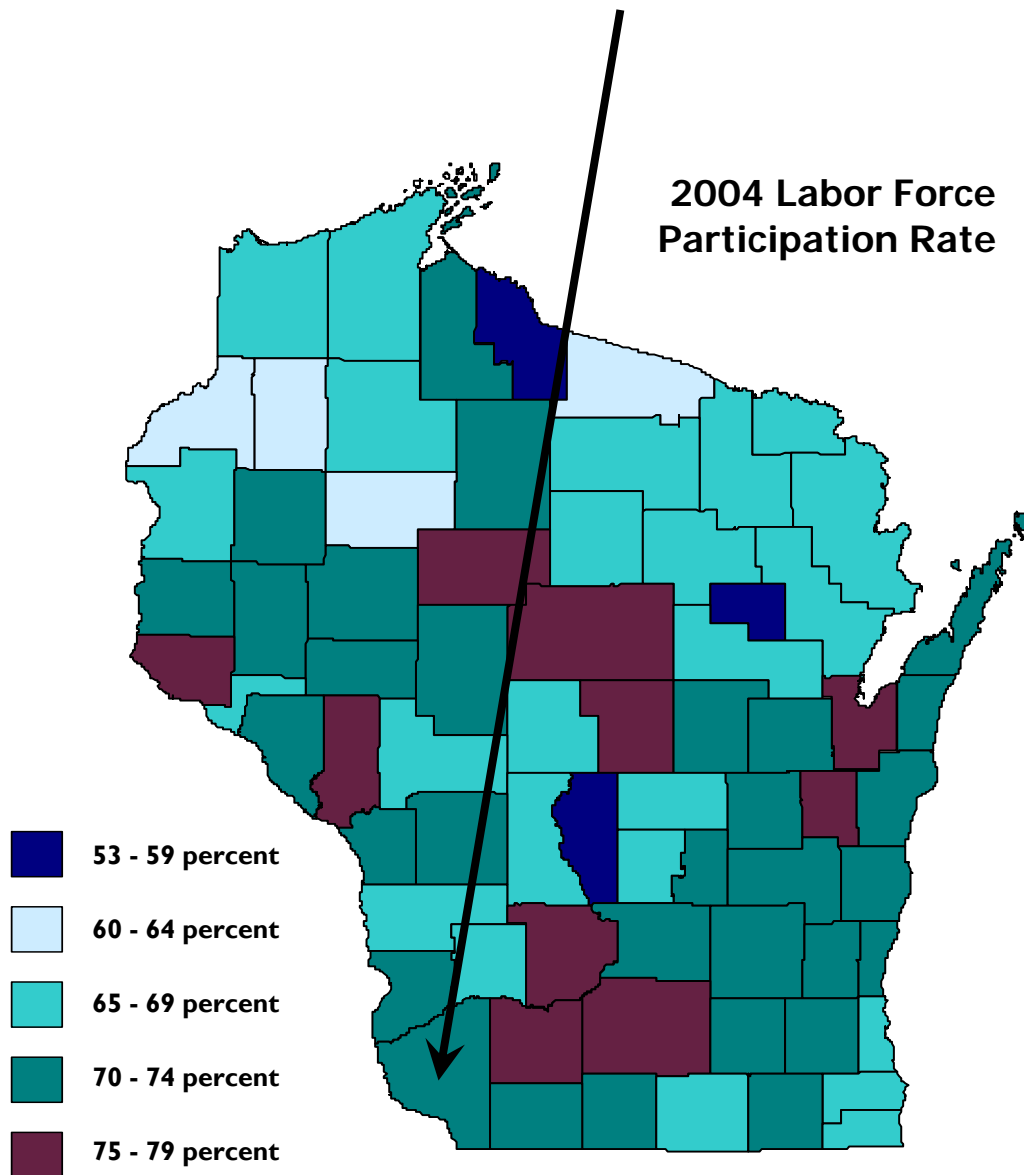


# Grant County Workforce Profile



Source: Estimates created by DWD, OEA using data supplied by  
U.S. Bureau of Labor Statistics and U.S. Bureau of Census

Regional contact:  
Bill Brockmiller  
Office of Economic Advisor  
402 8th St.  
La Crosse, WI 53601  
608.242.4885  
William.Brockmiller@dwd.state.wi.us



State of Wisconsin  
Department of Workforce Development  
Office of Economic Advisors

December 2005

OEA-10614-P

## County Population and Labor Force

The total population now measures over 50,000 residents in Grant County according to 2005 population estimates from Wisconsin's Department of Administration. Grant's population experienced a net increase of almost 1,100 residents for a growth rate of 2.2 percent since the 2000 census was taken. This rate was slower than the national and statewide measures for the same period.

Grant County's age demographics are an interesting study. At face value, one might easily assume that a less populated and rural area has a largely older residential base. This line of thinking has some basis in fact, but Grant's age spread is skewed at both ends of the spectrum. For instance, its median age is 37.2 years, which is lower than the statewide figure of 37.5 years. Population projections show continued age disparities. The table to the right examines age distribution of the 2005 population ages 16 and older (labor force age) showing that Grant has a higher than average shares of those 60 years and older as well as 16-24 year olds. Consequently, the county has a lower than average share of those 25-59 years of age; the prime working years. Its above-average share of the youngest group is due to the county's Southwest Wisconsin Technical College and University of Wisconsin campuses, though these younger folks are a peripatetic bunch after graduation. An annual influx of new students maintains stability in this age group.

Grant's population projections bear similar demographic changes compared to the state and nation, though it maintains higher ratios of both the youngest and eldest residents. In short, the county's labor force participation rate will remain

### Population and Labor Force

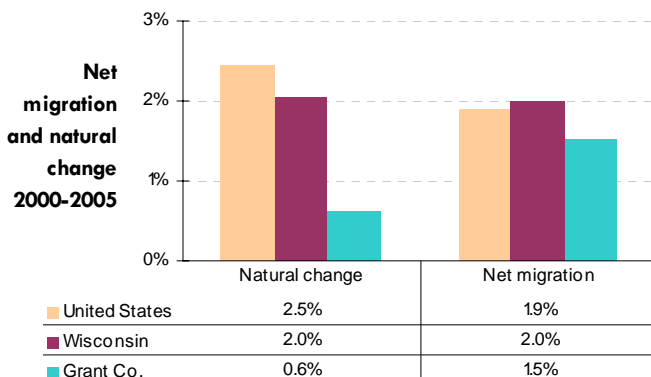
	United States	Wisconsin	Grant County
<b>Total population in 2000</b>	281,424,602	5,363,715	49,597
<b>Population est. Jan. 1, 2005</b>	295,160,302	5,580,757	50,664
Change	13,735,700	217,042	1,067
% change	4.9%	4.0%	2.2%
<b>2005 Labor force population*</b>	224,837,000	4,339,938	39,904
Share of total population	76.2%	78%	78.8%
Labor force	147,125,000	3,071,179	27,812
Labor force participation rate	65.4%	70.8%	69.7%
<b>2005 Population 16 yrs. &amp; over</b>	228,621,674	4,417,313	41,220
16-24 yrs old	37,489,370	743,764	8,657
Share of population 16+ yrs	16.4%	16.8%	21.0%
25-59 yrs old	142,248,896	2,708,865	22,380
Share of population 16+ yrs	62.2%	61.3%	54.3%
60 yrs and older	48,883,408	964,684	10,182
Share of population 16+ yrs	21.4%	21.8%	24.7%
<b>Projected population: 2020</b>	335,804,546	6,110,878	52,622
<b>Population 16 yrs. &amp; over</b>	264,085,104	4,869,573	42,897
16-24 yrs old	37,918,865	681,586	7,460
Share of population 16+ yrs	14.4%	14.0%	17.4%
25-59 yrs old	150,678,402	2,756,884	20,297
Share of population 16+ yrs	57.1%	56.6%	47.3%
60 yrs and older	75,487,837	1,431,103	15,140
Share of population 16+ yrs	28.6%	29.4%	35.3%

\* civilian population 16 yrs. and older not in an institution

### Five largest municipalities in Grant County

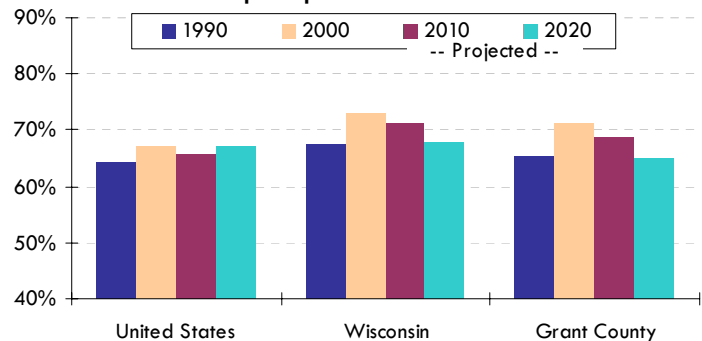
	April 2000 Census	Jan. 1, 2005 estimate	Numeric change	Percent change
<b>Grant County</b>	49,597	50,664	1,067	2.2%
Platteville, City	9,989	10,118	129	1.3%
Lancaster, City	4,070	4,047	-23	-0.6%
Boscobel, City	3,047	3,419	372	12.2%
Fennimore, City	2,387	2,367	-20	-0.8%
Jamestown, Town	2,077	2,106	29	1.4%

Source: Wis. Dept. of Administration, Demographic Services, August 2005



Source: WI Dept. of Admin., Demographic Services & US Census Bureau

### Percent of labor force age population that participates in labor force



Source: special tabulation by OEA using US Census, US Bureau of Labor Statistics, WI Dept. of Admin. estimates and projections

fairly steady, though lower than the state's average, over the next couple decades despite the fact that the population is aging rapidly. Although this may imply a steady worker supply, changes in the demand for certain types of workers could be dramatic in southwest Wisconsin suggesting that there could be shortages of specifically-skilled workers, such as health care workers.

## Revised Labor Force

Labor force estimates published by DWD and the U.S. Bureau of Labor Statistics from 1990 to 2004 have been revised to reflect population trends revealed by the 2000 Census. The revisions have been quite significant in some counties so readers who keep logs of this data are encouraged to confirm that they have the most recently revised data. Readers are also encouraged to contact the author if they have questions about these revisions.

Grant County's unemployment rate has remained relatively steady despite the spikes and dips in the table to the right. This is not to say that the national recession in 2001, and its subsequent slow and continuing employment recovery, has not had effects on Grant County's labor force because one will notice significant increases in its rates after the historic lows measured in the late 1990s. Its employer base is heavier in "defensive industries", typically services providers, which are not as sensitive to economic cycles and quickly shifting demand like manufacturing and its closely-tied sectors are. Also, Grant County has a much higher percentage of those whom are self-employed, almost 12 percent, which is about twice the state and national rates, therefore Grant's labor force is relatively less dependent upon the county's payrolls for employment.

## Grant County Civilian Labor Force Estimates

	Labor force	Employed	Unemployed	Unemployed rate
1990	25,279	24,107	1,172	4.6%
1991	27,279	25,851	1,428	5.2%
1992	25,312	23,930	1,382	5.5%
1993	25,724	24,539	1,185	4.6%
1994	25,996	24,733	1,263	4.9%
1995	25,808	24,577	1,231	4.8%
1996	25,805	24,172	1,633	6.3%
1997	25,437	24,106	1,331	5.2%
1998	24,924	23,942	982	3.9%
1999	24,267	23,419	848	3.5%
2000	27,520	26,625	895	3.3%
2001	28,361	27,093	1,268	4.5%
2002	28,269	26,926	1,343	4.8%
2003	28,932	27,469	1,463	5.1%
2004	27,812	26,569	1,243	4.5%

Source: DWD, Bureau of Workforce Information, Local Area Unemployment Statistics, September 2005

## Education Attainment

This section examines post-high school educational attainment by age and gender. It accounts for all attempted formal education at the college level, whether it did or did not result in degree completion.

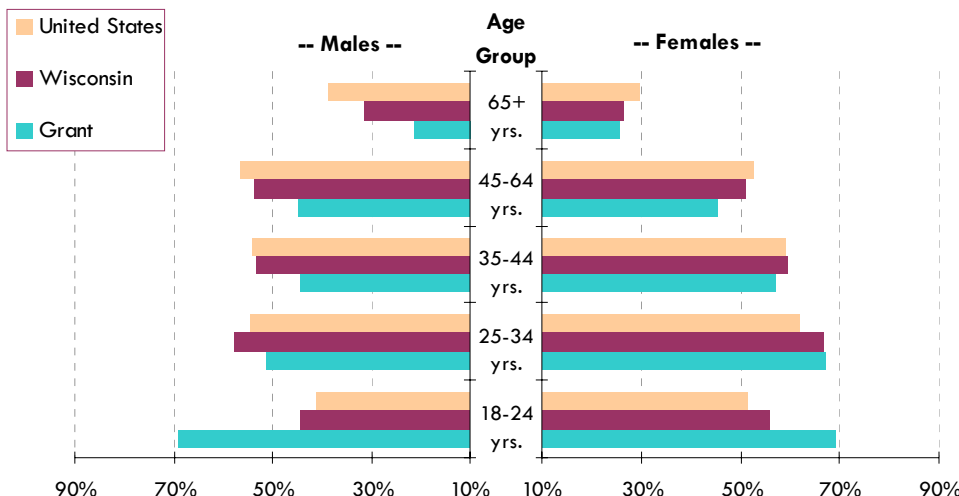
If one did not know that UW-Platteville and SWTC were located in Grant County then these percentages would seem anomalous as to why educational pursuit was so relatively high among the county's 18-24 year olds, whereas their elders' age groups were average to below state and national averages. The campuses bolster the county's numbers. Noteworthy is the

fact that both genders' percentages in the 18-24 group are virtually even, whereas in most counties, female post-secondary pursuit exceeds that of males. Female attainment rates are higher than males in every other age group in the county. The differences between genders and among different places comment on both demographics and the realities of contemporary labor markets. Men have traditionally had more economically viable career choices not requiring post-secondary education, whereas most of the financially viable careers that women chosen required such education. Two of the state's fastest and

largest growing industries, educational services and health services, are 75 to 85 percent female-employed and most of the occupations in these industries require some form of post-secondary education.

Post-secondary educational attainment is included in this profile as an indicator of general worker preparedness. A larger share of today's newly created jobs, and an even higher share of them in the future, require some form of post-secondary educational attainment. Projected changes in the labor market will actually take advantage of a higher rate of post-secondary pursuit. More jobs, though not most, in the coming years will require some education/training past high school.

### Residents with post-secondary education



Source: US Census 2000, Summary file 3, QT-P20

## Employment and Wages

Grant County employers, overall, pay about 75 cents for every dollar of the statewide average on an annual basis. At close to \$25,900 in 2004, Grant's annual average wage ranked 53<sup>rd</sup> highest among the state's 72 counties.

Its highest paying sector, relative to the state average in the same sector, was 'other services' employment at about 87 percent of the statewide average. Its lowest in relative terms was leisure and hospitality, paying 60 percent of the state average. The higher than average presence of workers in repair and maintenance industries (which are part of the other services sector) helped boost other services wages closer to the state's average.

The graph shown below distributes total employment and total wages paid by each major industry sector in Grant County in 2004. The graph shows that the education and health services sector employed the most workers and paid largest share of the county's wages. What makes this particularly interesting is that it pays a disproportionately higher percentage of the county's total wages than it employs. One other significantly-employing industry sector in Grant County shares this higher-wages-than-employment characteristic, manufacturing. The higher wages in both of these sectors are

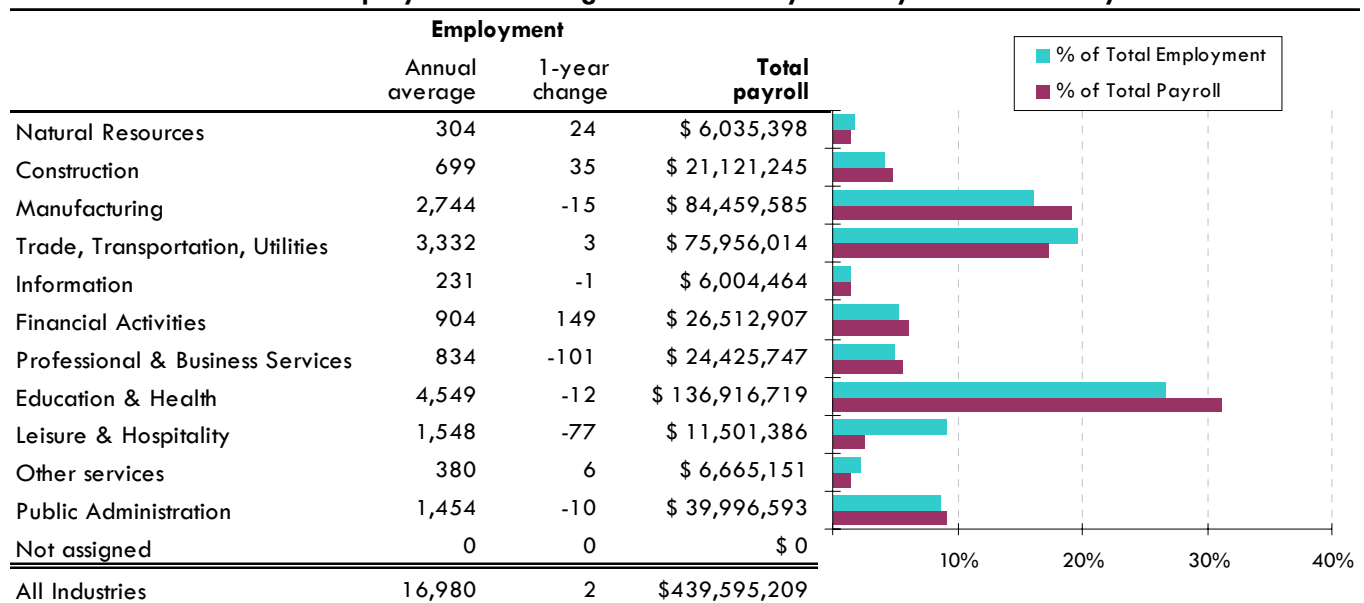
### Average Annual Wage by Industry Division in 2004

	2004	2004		
	Average Annual Wage	Average Annual Wage	Percent of	1-year
	Wisconsin	Grant County	Wisconsin	% change
All Industries	\$ 34,749	\$ 25,889	74.5%	5.0%
Natural resources	\$ 27,399	\$ 19,853	72.5%	12.2%
Construction	\$ 41,258	\$ 30,216	73.2%	3.4%
Manufacturing	\$ 44,145	\$ 30,780	69.7%	8.4%
Trade, Transportation, Utilities	\$ 30,088	\$ 22,796	75.8%	3.0%
Information	\$ 41,759	\$ 25,993	62.2%	5.6%
Financial activities	\$ 45,103	\$ 29,328	65.0%	5.5%
Professional & Business Services	\$ 39,580	\$ 29,287	74.0%	7.9%
Education & Health	\$ 36,408	\$ 30,098	82.7%	3.0%
Leisure & Hospitality	\$ 12,295	\$ 7,430	60.4%	3.3%
Other services	\$ 20,207	\$ 17,540	86.8%	1.6%
Public Administration	\$ 36,347	\$ 27,508	75.7%	3.7%

Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages

due to their occupational makeup rather than simply being "high wage industries". Many of the workers in education and health care services have higher than average education and work in highly specialized occupations. Manufacturing workers have typically spent many years honing their skills and have had long tenures in their careers coinciding with increasing pay. There is also a higher than average likelihood that a portion workers in these sectors are unionized; much more so than in other sectors. Collective bargaining agreements help afford leverage to workers during wage negotiations.

### 2004 employment and wage distribution by industry in Grant County



Source: WI DWD, Bureau of Workforce Information, Quarterly Census Employment and Wages, June 2005

## Industry and Employers by Size

### Top 10 Employers in Grant County

Establishment	Product or Service	Size (Dec. 2004)
University of Wisconsin- Platteville	Colleges & universities	500-999 employees
County of Grant	Executive & legislative offices, combined	500-999 employees
Brodbeck Enterprises Inc	Managing offices	500-999 employees
Philips Electronics North America	Electric power & specialty transformer mfg.	250-499 employees
Southwest Health Center Inc	Nursing care facilities	250-499 employees
Southwest Wisconsin Technical College	Junior colleges	250-499 employees
Rayovac Corp	Primary battery mfg.	250-499 employees
Department of Corrections	Correctional institutions	250-499 employees
Platteville Public Schools	Elementary & secondary schools	250-499 employees
Memorial Hospital	Gen. medical & surgical hospitals	100-249 employees

Source: DWD, Bureau of Workforce Information, ES-202, July 2005

### Prominent industries in Grant County

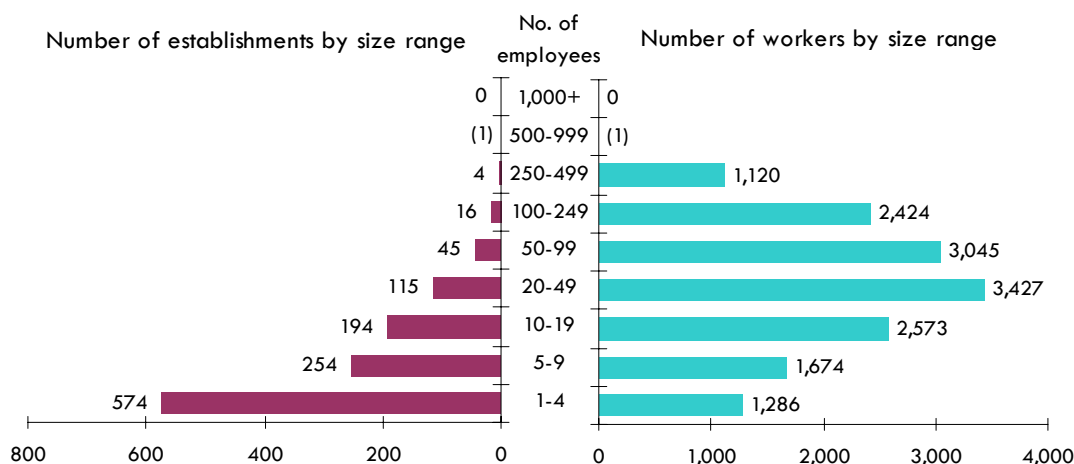
NAICS title	March 2005		Numeric change in employees	
	Establishments	Employees	2004-2005	2000-2005
Educational services	13	2,585	31	-74
Food services and drinking places	91	1,110	-112	-213
Executive, legislative, & gen government	53	879	-2	-26
Electrical equipment and appliances	*	*	not avail.	not avail.
Nursing and residential care facilities	12	638	21	74
Hospitals	3	598	27	116
Ambulatory health care services	48	515	-12	179
Professional and technical services	61	492	67	71
Food manufacturing	11	486	-8	102
General merchandise stores	11	459	71	-2

\* data suppressed to maintain employer confidentiality

Column headings revised 02/06

Source: DWD, Bureau of Workforce Information, ES-202, September 2005

### Grant County establishments and workers by employment size range in 2004



(1) Data not available due to suppression factors

Source: DWD, Bureau of Workforce Information, Table 221, July 2005

These lists of the most prominent employers and employing-industries in Grant County exemplify the items in the employment and wage distribution graph on the bottom of the previous page. The county's larger employers are a mix of privately-owned and government-owned establishments, with the post-secondary educational institutions as both the largest employer and largest employing industry. It is common for government-owned establishments, such as school districts and colleges and universities, to be among the larger or largest employers in rural counties like Grant County.

Health services establishments as well as a smattering of manufacturers also make up the larger employers. Health services likely has the higher upside via employment as it is, by most counts, the fastest growing major industry sector in the United States

Most of the Grant County's employers are smaller. The table to the left distributes the number of establishments and employment by size range of employee totals. Though data is suppressed for the numbers of the very largest employers, one can look at the tables above to identify numbers of establishments in these ranges.

There are an average of 12.6 workers per business establishment in Grant County. The state's average is 17.1 and the national rate is 15.4 workers per place.

## Per Capita Personal Income

Grant County's per capita personal income (PCPI) ranked 48<sup>th</sup> highest of the state's 72 counties in 2003. At just over \$24,100, it equaled approximately 79 percent of the statewide average and was 77 percent of the national average PCPI.

PCPI is defined as total personal income divided by the total population. The majority of total personal income, though not exclusive to this list, is made up of wage and salary employment earnings, dividends from equity or bond holdings, accrued interest, rental property income, retirement benefits, social security benefits and other governmental transfer payments. This income measure is arguably the most referenced statistic in gauging the economic health of an area.

The total personal income (TPI) of all Grant County residents is acquired a bit differently compared to state average. Just over 61 percent of the county's personal income comes from job earnings compared to the state average of 70 percent. This is a fairly significant gap, though it is not uncommon for rural, non-metropolitan counties to measure higher shares of their TPI from retirement benefits, private investment dividends, social security benefits, etc. This pattern speaks largely to the accelerating, older-age makeup of Grant County's population (retirees) and in all likelihood it points to the fact that employment earnings will become a smaller portion of its personal income in the future.

The growth of Grant County's PCPI, 15.6 percent, ranked 42<sup>nd</sup> fastest of the counties between 1998-2003 and grew more slowly than both the state and national averages, both of which hovered around 17 percent growth.

Grant County's slower PCPI growth is centered in its employment earnings being a below-average share of its total personal income. Interestingly, the growth of its per worker,

annual average wages paid by employers in the county has grown slightly faster than average, but the total wages paid by employers has grown more slowly due to a more sluggish job market and a slowly growing number of workers. The growth in retirement and transfer payments is usually limited to inflation adjustment; and dividends, interest and rental income have actually declined in total and percent share of TPI compared to five years ago dragging on PCPI growth in counties, like Grant County, that are more reliant upon these monies.

**Wisconsin Counties 2003 Per Capita Personal Income and Rank in State**

Area	2003	Rank	5-yr growth	Rank	Area	2003	Rank	5-yr growth	Rank
United States	\$ 31,472		17.1%		Manitowoc	\$ 27,807	27	13.6%	59
Wisconsin	\$ 30,685		17.2%		Marathon	\$ 29,992	16	22.0%	5
Adams	\$ 22,804	59	16.1%	37	Marinette	\$ 25,448	39	21.3%	9
Ashland	\$ 23,204	55	16.6%	32	Marquette	\$ 22,590	64	26.5%	1
Barron	\$ 24,922	41	15.2%	44	Menominee	\$ 18,449	72	19.8%	16
Bayfield	\$ 22,660	62	13.4%	60	Milwaukee	\$ 31,419	7	19.5%	18
Brown	\$ 32,076	5	17.8%	25	Monroe	\$ 23,467	54	16.8%	31
Buffalo	\$ 29,083	20	17.2%	28	Oconto	\$ 24,842	42	12.3%	66
Burnett	\$ 22,796	60	17.1%	29	Oneida	\$ 28,646	22	18.7%	21
Calumet	\$ 31,880	6	21.4%	8	Outagamie	\$ 30,952	11	20.5%	14
Chippewa	\$ 25,999	36	12.3%	67	Ozaukee	\$ 47,527	1	14.7%	48
Clark	\$ 22,227	66	13.9%	55	Pepin	\$ 24,407	44	13.0%	64
Columbia	\$ 30,846	12	18.2%	24	Pierce	\$ 27,963	26	18.6%	23
Crawford	\$ 22,628	63	20.9%	13	Polk	\$ 24,201	46	13.9%	54
Dane	\$ 36,455	3	21.0%	12	Portage	\$ 27,464	30	21.1%	11
Dodge	\$ 26,048	35	13.3%	61	Price	\$ 24,361	45	12.2%	68
Door	\$ 30,657	13	15.9%	40	Racine	\$ 31,271	8	15.0%	45
Douglas	\$ 23,568	53	15.3%	43	Richland	\$ 23,829	51	21.9%	6
Dunn	\$ 22,885	58	14.9%	47	Rock	\$ 28,256	25	14.1%	50
Eau Claire	\$ 27,469	29	17.5%	27	Rusk	\$ 20,461	71	14.0%	52
Florence	\$ 24,146	47	25.3%	3	Sauk	\$ 28,780	21	19.5%	19
Fond du Lac	\$ 29,951	17	16.1%	38	Sawyer	\$ 23,921	50	22.3%	4
Forest	\$ 21,975	68	25.4%	2	Shawano	\$ 23,941	49	13.9%	56
Grant	\$ 24,116	48	15.6%	42	Sheboygan	\$ 31,251	9	19.8%	17
Green	\$ 28,542	23	14.0%	51	St. Croix	\$ 31,091	10	13.6%	57
Green Lake	\$ 26,962	32	8.1%	72	Taylor	\$ 23,020	56	16.6%	34
Iowa	\$ 27,308	31	19.2%	20	Trempealeau	\$ 25,242	40	18.7%	22
Iron	\$ 22,912	57	21.1%	10	Vernon	\$ 20,950	70	15.7%	41
Jackson	\$ 26,084	34	21.9%	7	Vilas	\$ 25,664	37	13.0%	63
Jefferson	\$ 29,330	18	16.5%	35	Walworth	\$ 27,626	28	13.6%	58
Juneau	\$ 22,382	65	12.7%	65	Washburn	\$ 22,794	61	16.0%	39
Kenosha	\$ 29,117	19	16.5%	36	Washington	\$ 35,196	4	14.9%	46
Kewaunee	\$ 25,536	38	8.8%	71	Waukesha	\$ 41,551	2	12.2%	69
La Crosse	\$ 28,284	24	16.8%	30	Waupaca	\$ 26,863	33	14.0%	53
Lafayette	\$ 21,983	67	10.1%	70	Waushara	\$ 21,762	69	13.2%	62
Langlade	\$ 23,739	52	20.4%	15	Winnebago	\$ 30,359	15	16.6%	33
Lincoln	\$ 24,725	43	14.6%	49	Wood	\$ 30,401	14	17.7%	26

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System, May 2005